

MEXICAN HERITAGE PLAZA

Town Hall Meeting Summary

12 April 2010

5:30 to 8:00 p.m.

Following the attached presentation by the Steering Committee, audience members offered feedback and asked questions.

- A question arose as to how the classes would be kept affordable. Committee members explained that scholarships and program grants sponsored by Corporations and Foundations would ensure that class fees are not cost prohibitive.
- A representative from a local technology company shared their interest in seeing instruction in digital and media arts offered at the Plaza.
- A couple of audience members suggested that the committee consider the age groups for which the classes would be offered.
- One audience member suggested that visual and performing arts classes for adults are popular and lucrative in the region. Committee members explained that the recommendation for a School of Arts and Culture is a conceptual framework and that the concept would most likely include multigenerational arts learning. However, the Committee clarified that further development of the curriculum model would be done in the next phase of the process with the help of school practitioners.
- One community member expressed concern that the recommended model is too similar to a community center, and emphasized that the Plaza should not lose its Mexican-American identity.
- Several audience members spoke in support of the School of Arts and Culture concept and asked how the community can help move the recommendation forward given the City's challenging budgetary environment. Committee members suggested that the audience share their support of the school model with others in their networks. It was also suggested that community members join the Steering Committee at their presentation of the recommended model at the May 25th City Council meeting.
- The participation of the arts organizations currently affiliated with the Plaza in future instructional programming and professional

performances was encouraged. The Committee responded positively to this and reiterated their intention to utilize the competencies of the current arts organizations affiliated with the Plaza, as well as to tap into the extensive talents of local arts in the fields of the visual and performing arts.

- Audience members suggested that the school be closely partnered with the local school districts and consider giving credits for classes offered at the Plaza.
- Leadership from the Community School of Music and Arts in Mountain View expressed support of the community school concept for the Plaza, and offered encouragement in terms of the potential sustainability of the model. The quality of the staff was emphasized as being central to the success of the community school in Mountain View.

The Questions and Answer period closed and the audience was asked to vote on what types of classes they would like to see offered at the School of Arts and Culture. Each audience member was given 5 opportunities to vote. Roughly 120 community members attended the Town Hall.

These are the votes tallied for each of the suggested classes:

Drama/theater 38

Classical music/orchestra 38

Folkloric dance 27

Son Jarocho 25

Video/film 24

Computer animation 23

Drumming/percussion 23

Latin Jazz 23

Drawing 22

Digital arts 20

Voice/chorale 19

Mariachi 17

Hip hop 16

Guitar 14

Painting 12

Violin 11

Ballet 10

Bluegrass/Tex-Mex 9

Tap and contemporary dance 4

Other classes suggested:

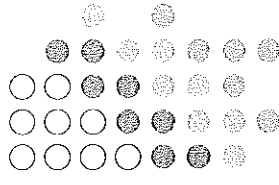
Photography

Poetry and "spoken word"

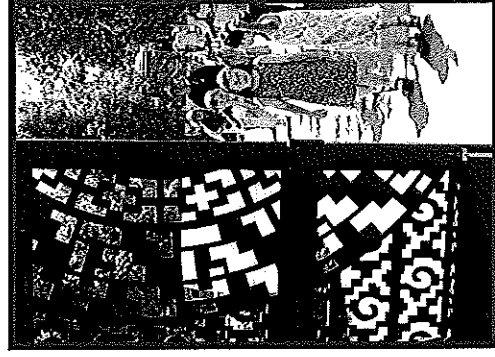
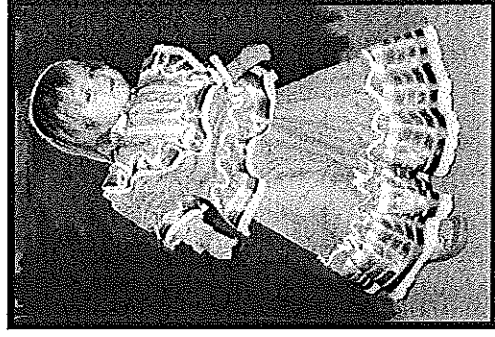
Comedy

Accordion

Introducing a New Vision for the Mexican Heritage Plaza



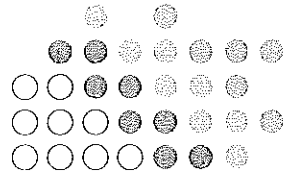
Presented to the Community by the
MHP Steering Committee



Monday, April 12, 2010

Spokespersons: Chris Esparza & Connie Martinez



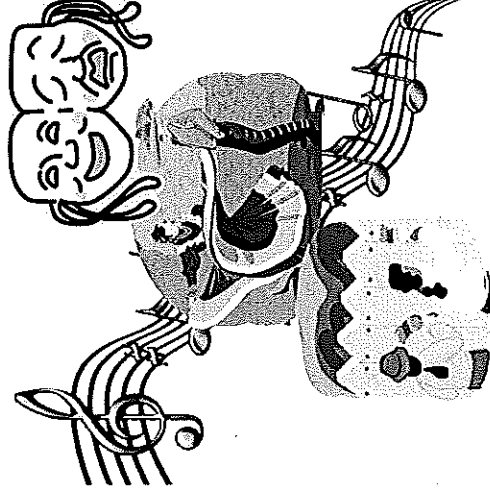


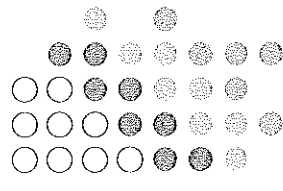
What's the Vision: School of Arts & Culture at the Mexican Heritage Plaza (working title)

Imagine...

Affordable classes

- music
- dance
- drawing
- theater...

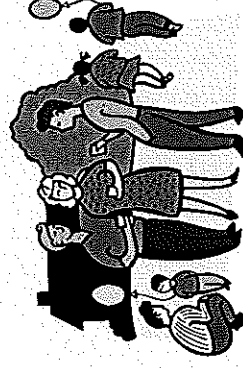




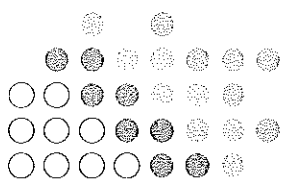
What's the Vision: School of Arts & Culture at the Mexican Heritage Plaza (working title)

Imagine...

Families coming to La Plaza
for fiestas, community
celebrations...



What's the Vision: School of Arts & Culture at the Mexican Heritage Plaza (working title)

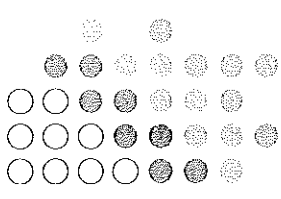


Imagine...

Imagine all this
exciting cultural
activity happening
right here on the
East Side

How do we get there together?

Principles that assure success

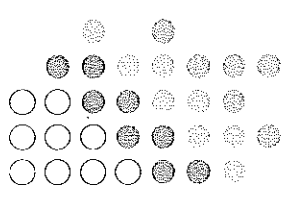


1. Bring the community along every step of the way
2. Bring the community along every step of the way
3. Start modestly and be realistic
4. Learn from past mistakes and don't repeat them
5. Recognize that we can't be all things to all people

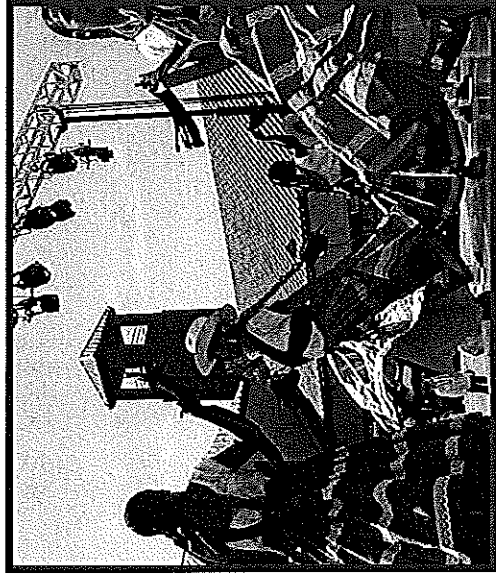


How do we get there together?

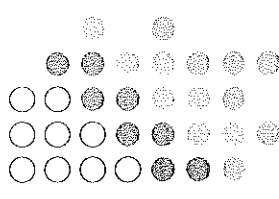
Principles that assure success



5. Be focused and do what we can do best
6. Use partnerships, existing program/wisdom to build strong relationships
7. Continue to advocate for community development in surrounding neighborhood

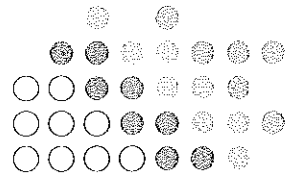


What do you mean by a School of Arts and Culture?

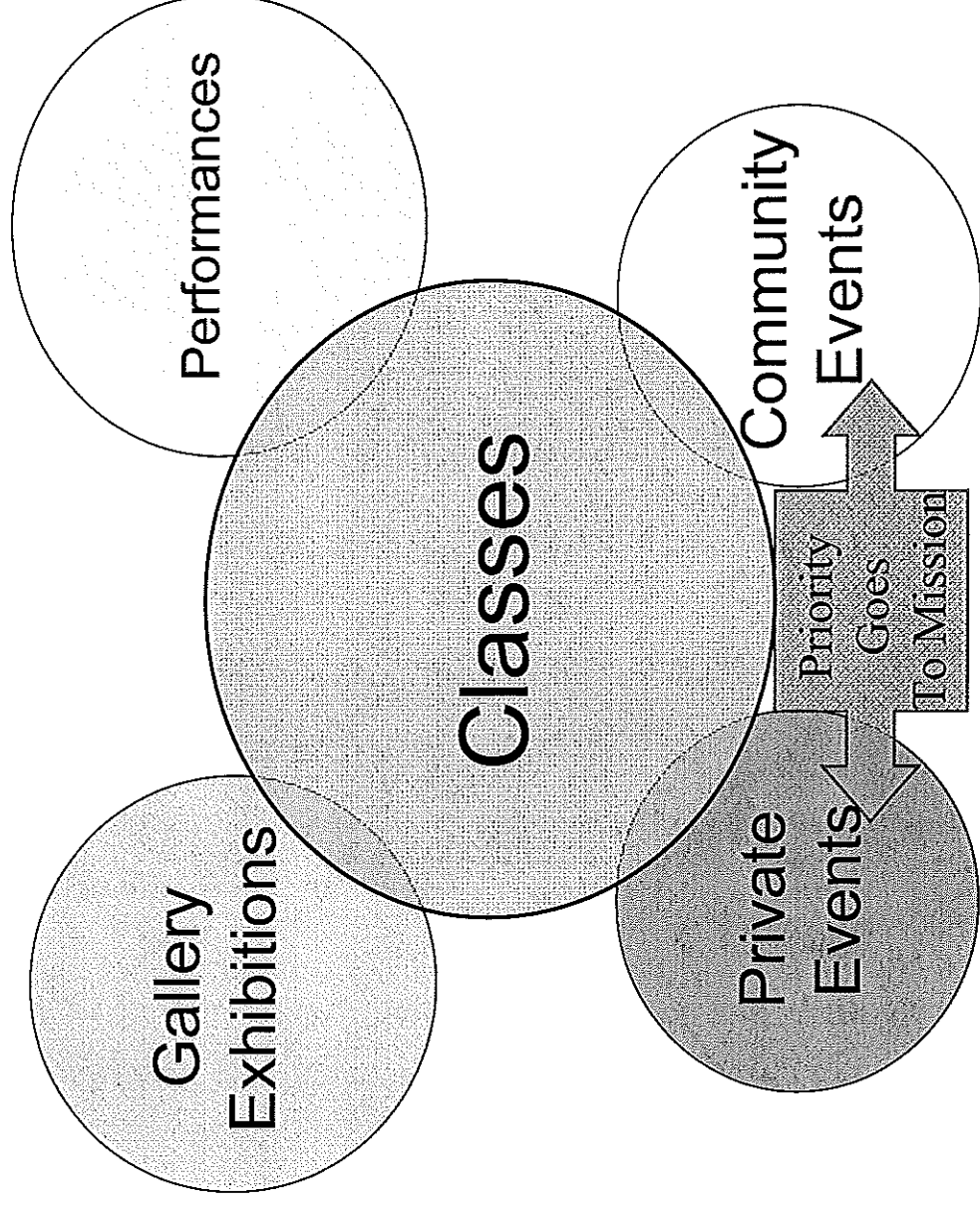


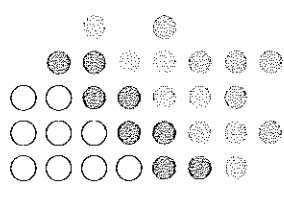
- A center for arts and culture with classes and cultural experiences for children and families at the core





The Visual Concept: School of Arts & Culture at the Mexican Heritage Plaza (working title)

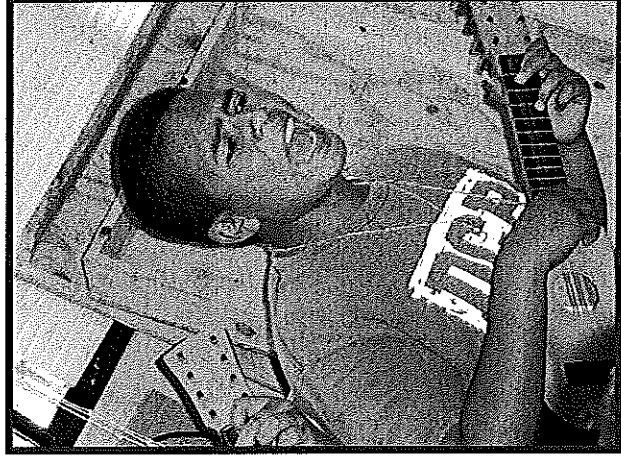
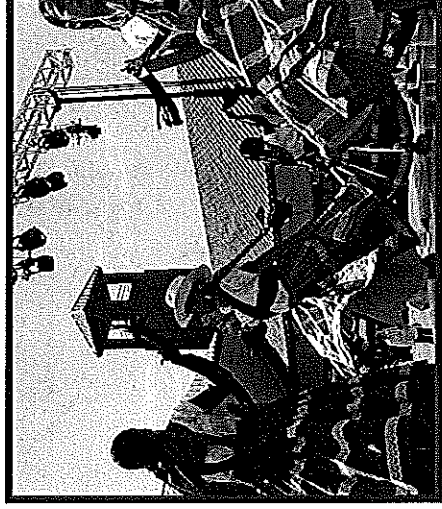




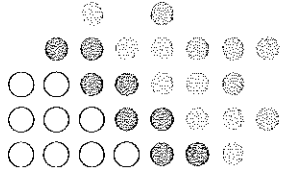
Who will the School be for?

- San Jose East side families
- Open to all San Jose residents
- Mexican-American cultural

programming is priority



What's next?



Arts &
Cultural
Center

2010	2011	2012	2013
20% Classes 80% other uses	40% Classes 60% other uses	60% Classes 40% other uses	80% Classes 20% other uses

School of
Arts &
Culture

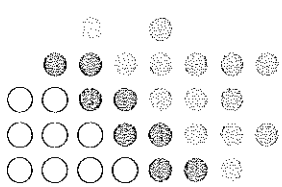
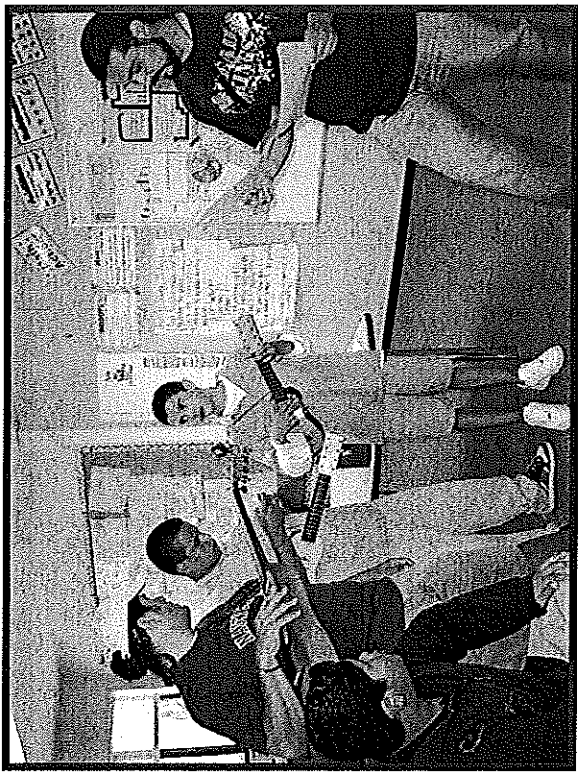


Reality Check

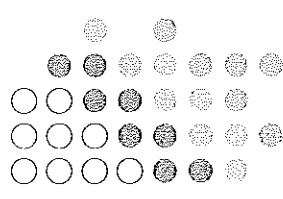
- City Support
 - \$400K – 500K annual for O & M

Need to Engage

- School practitioners
- Funders
- Prototyping
- Leadership development



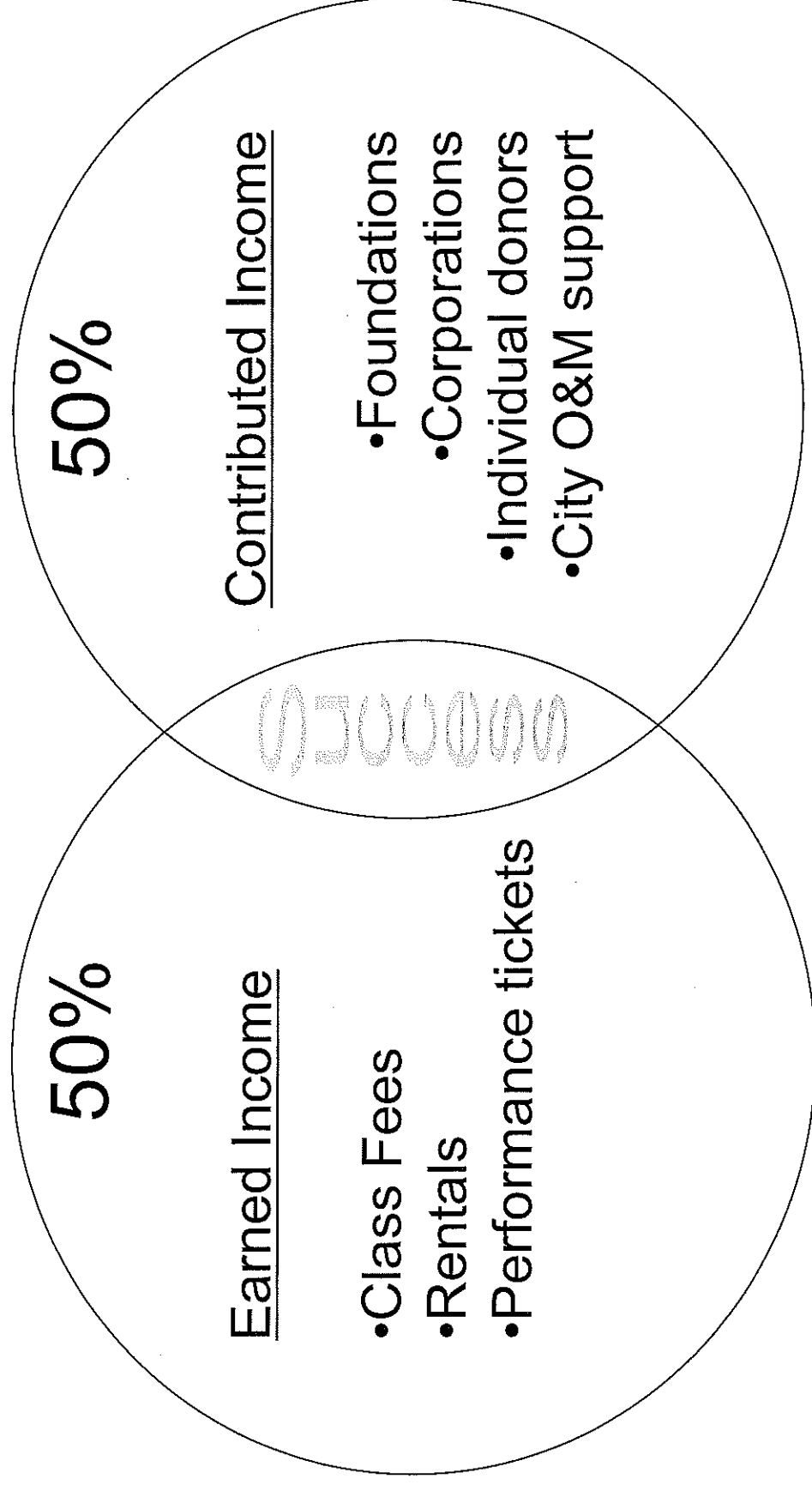
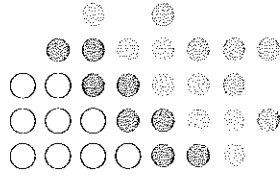
How will the School be paid for?



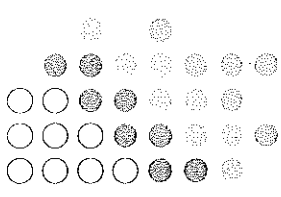
50% earned income
+ 50% contributed income
= Sustainability



How will the School be paid for?

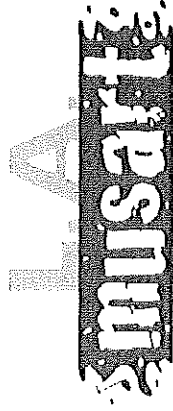


Will a School of Arts and Culture be sustainable?

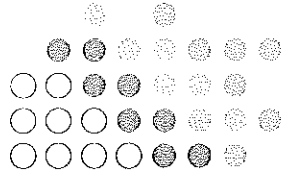


Sustainable schools of the arts currently operate in communities like East San José:

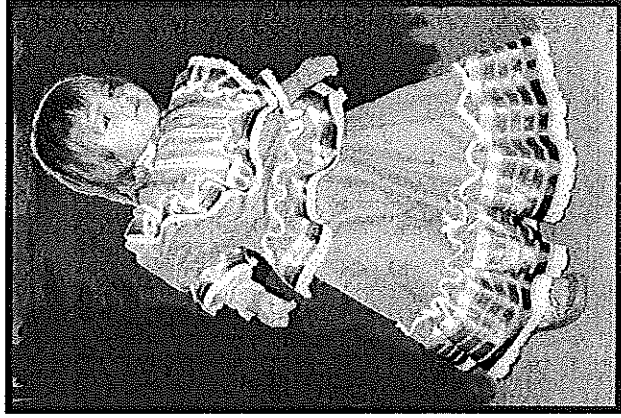
- San Francisco Community Music Center: located in the heart of the Mission District
- Los Angeles Music and Art School: located in East L.A.



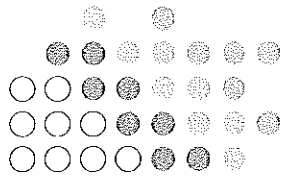
How will this all be accomplished?



- Maximize conversion of office space for classrooms/practice rooms
- City transitions from “owner/operator” to landlord in next 2-3 years
- School is run by a community based non-profit

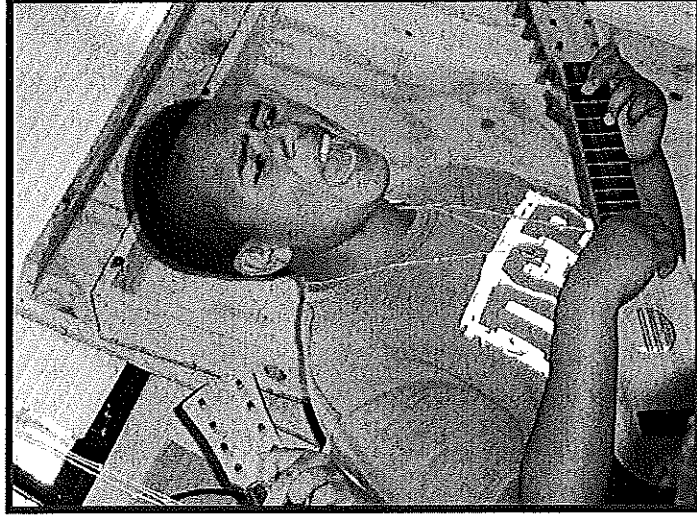


How will the next 2-3 years be spent?

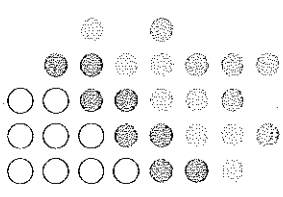


Phase II

- Leadership teams of practitioners assembled
- Fundraising
 - Fiscal agent: HFSV
 - Targets \$1M in seed money
- New Leadership Emerges

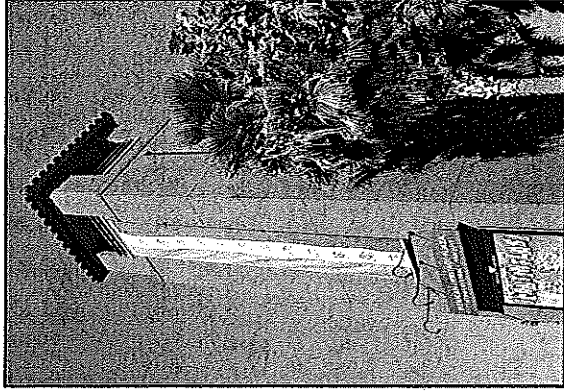


Leadership Teams

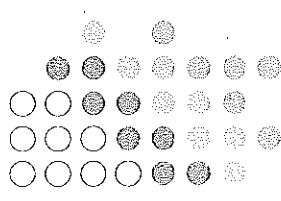


The Steering Committee proposes three teams be formed to create the School:

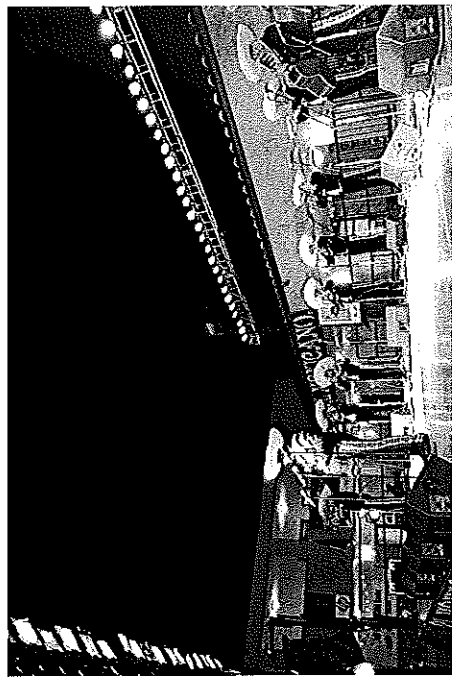
1. Financial Modeling Leadership
2. Fundraising, Leadership & Board Development
3. Program Prototyping Leadership



Financial Modeling Leadership Team

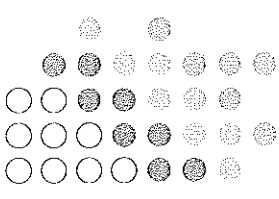


- Comprised of practitioners
 - Arts education
 - Schools of the arts
 - Facilities
 - Community representation



- Creates pro forma budgeting for the new model
- Develops the business plan

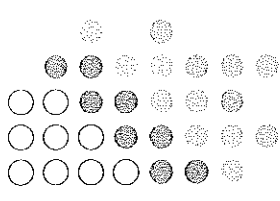
Fundraising, Leadership & Board Development Team



- Raises seed money
- Focuses on developing Latino leadership
- Germinates a new operating organization to take on management of the School



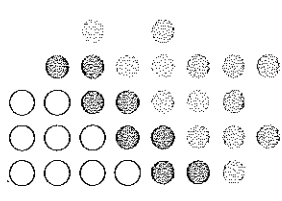
Program Prototyping Leadership Team



- Develops “mission compatible” content for the Plaza
- Arts education prototyping informs the financial assumptions



How will the community be involved in Phase II?

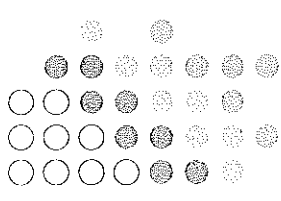


The community will be deeply involved on every level:

- A community member to serve (“embedded”) on each leadership team
- Communicate, communicate, communicate



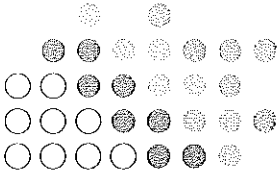
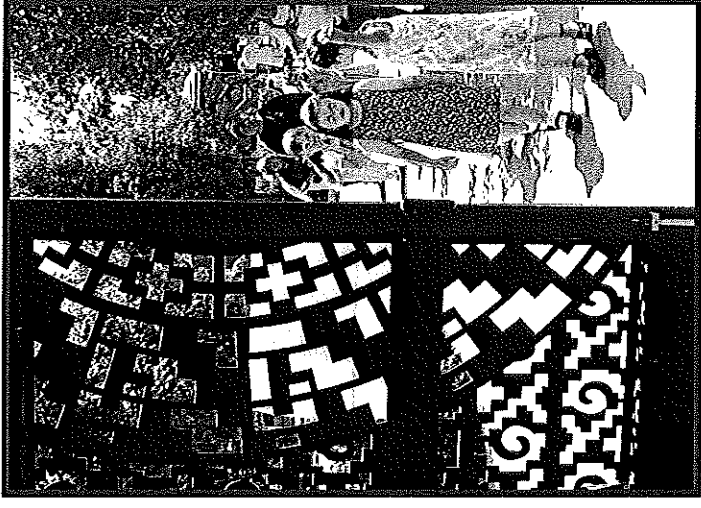
Key Milestones/Timeline

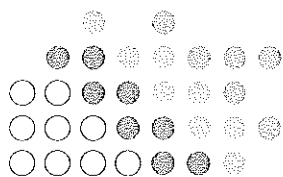


- Community Presentation: Town Hall Meeting
↑ Today: April 12th
- Bring Phase I School Model to City Council
↑ May 25th
- Launch Phase II: Business Plan Completion
↑ May 26th
- Execute and learn as we grow into vision
↑ 2 to 3 yrs

We can only succeed if we have:

- Community “buy in”
- Engagement of local Latino leadership
- City partnership
- Seed funding
- Willing/able cultural partners
- Time to “ramp up”
- Long term strategy for Latino “operating” leadership





Gracias!

